



IAC: Come Together

Karen Gahl-Mills, 8 August 2014



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Real Community Engagement is the Magic Bullet.



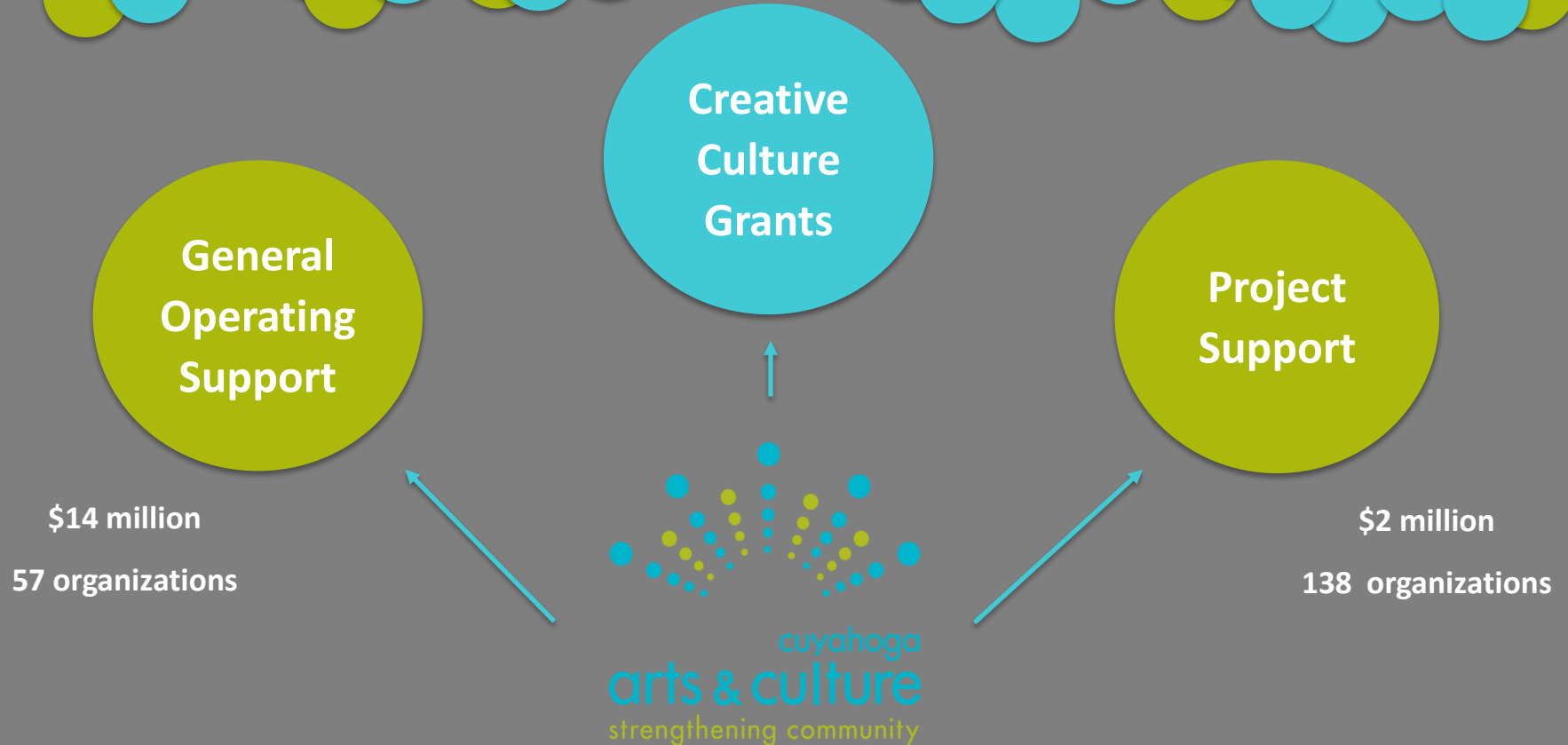
Community Programs:

- Short term, marketing strategy
- Internally focused
- Artistic product is key
- Goal: expand reach / build audience

Community Engagement:

- Long term, organizational strategy
- Externally focused
- **Relationships** are key
- Goal: improve community
- Result: expanded reach

Residents of Cuyahoga County







Creative Culture Grants

Spark creativity & imagination in our community



AHA Light up Cleveland!
LAND studio

Change happens when the cost of the status quo is greater than the risk of change.

- Alan Webber, co-founder, Fast Co.



thank you!

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